

Audio and Web Conferencing

Taj Hotels drives strategic collaboration



An Accessible Forum for Global Communication

Taj Hotels Resorts and Palaces are recognized as the premier hospitality provider in India, with 77 hotels spanning five continents. Backed by 100 years of experience, this corporation is dedicated to providing its guests with impeccable service and legendary experiences. Over the years, Taj has won international acclaim for its high-quality facilities and excellence worldwide.

With rapid global expansion of Taj locations, executives required a more productive, affordable solution to bridge the international communications gap. Collaboration was imperative to enable remote calls, presentations, work sessions, and reviews between geographically dispersed personnel.

Effective Conferencing Anytime, Anywhere

Tata Communications' Audio and Web Conferencing solutions revolutionized Taj's corporate communications process by reducing decision-making delays and streamlining management productivity. Our solutions created a reservation-less conferencing platform with toll and toll-free global access. Taj no longer had to pass audio through their in-house EPABX, instead calls connect directly to our high-speed network, providing superior audio clarity, touch-tone features and fast connections, Tata Communications' GlobalMeet™ solution became a reliable and effective business tool.

Tata Communications' GlobalMeet provided conferencing with global access in 14 metropolitan area networks in India and across 30 different countries, resolving restrictions on toll-free dialing while providing cost savings.

“ Tata Communications services increased the productivity of our executive team and reduced our international travel costs by 30%. ”

Mr. Caesar Pereira,
IT Manager,
Taj Hotels



CASE STUDY
Collaboration

Audio and Web Conferencing



Interactive Exchange

To optimize collaboration techniques, the company leveraged Tata Communications' Web Conferencing Services, WebEx™ Meeting Center and Microsoft® Office Live Meeting, to interactively share information. These services enabled hotel executives to conduct live meetings, full-featured presentations, share applications and direct Web tours from any browser.

An Affordable Solution

Taj Hotels utilized Tata Communications' Audio and Web Conferencing solutions to facilitate high-performance, widespread, shared communication. Tata Communications' solution offered complete customizability to suit each executive's needs, with features defined in conjunction with the needs of both the sales and product teams.

Why Taj Chose Tata Communications

- _ Total control through a simple to use interface
- _ Local and toll-free calling numbers in over 30 countries
- _ India local access in 14 metropolitan areas
- _ 24x7 customer service
- _ Microsoft Office/Outlook compatibility
- _ Pay-per-use billing model

Future-Proofing

Tata Communications delivered an easy, cost-effective solution to increase Taj's productivity and reduce project downtime. These services will be extended and implemented

among other departments to enable collaboration and continue enhancing global meetings and reducing costs.

“ Web conferencing has redefined our meetings and interactive sessions and has created a great team spirit among colleagues across the continents. ”

Mr. Caesar Pereira,
IT Manager,
Taj Hotels

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For more information on Audio and Web Conferencing, please visit:

www.tatacommunications.com/contact

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